



PLANNING & ZONING REPORT

Zoning Board of Appeals Meeting of May 17, 2022

File # 016-22

APPLICANTS: City of Rockford and Rockford Area Convention & Visitors Bureau

LOCATION: 222 7th Street

REQUESTED ACTION: A Special Use Permit for a Mural on a building in a C-4, Urban Mixed-Use Zoning District.

EXISTING USE: Commercial building

PROPOSED USES: Commercial building with mural

DIMENSIONS: 22 feet by 157.08 feet. **SQUARE FOOTAGE:** 3,455 sq. ft.

ADJACENT ZONING AND LAND USES:

NORTH:	C-4	Shelter Care Ministries, Vacant commercial, Mixed Use
EAST:	C-2	Commercial Printing, Parking lot
SOUTH:	C-4	Vacant commercial, Valkommen Plaza
WEST:	C-4	Vacant commercial, Mixed Use, JJ Fish & Chicken,

YEAR 2020 PLAN: CD Mixed Use

SOILS REPORT: None

HISTORY: **File # 016-20:** A Special Use Permit for a mural on a building in a C-2, Limited Commercial Zoning District was approved September 9, 2020 for the property located at 1325 7th Street. This property is located ten (10) blocks south of subject property.

File # 029-18: A Special Use Permit for a mural on a street wall in an R-4, Multi-family Residential Zoning District was approved on September 6, 2018 for the property located at 525 North 6th Street. This property is located five (5) blocks north of subject property.

REVIEW COMMENTS: The Applicant is requesting a Special Use Permit for a Mural on a building in a C-4, Urban Mixed-Use Zoning District. Exhibit A shows that the subject property is located 105 feet northwest of the 7th Street and 2nd Avenue intersection. The subject property is surrounded by commercial and residential uses (Exhibit B & C).

The Applicant, in conjunction with the Rockford Area Convention & Visitor's Bureau, is proposing a Special Use Permit to allow murals. Within Section 51-010 of the Zoning Ordinance it states, "murals are allowed in the C-4 District by means of a Special Use Permit provided that positive findings of fact are made by City Council".

Exhibit D shows that the proposed location will be on the south side of the building. The building wall is exposed on the south side and visible from 7th Street and 2nd Avenue.

Rockford Area Convention & Visitors Bureau, (RACVB) announced in April 2022 that CRE8IV would be returning this year. CRE8IV is a community-building, arts-infused event launched in 2019 as part of RACVB's place making and public art efforts designed to enhance the region for residents and visitors. In its first year, CRE8IV artists painted nine murals in downtown Rockford. Last year, RACVB fundraised and had community support to do eight murals in Rockford and have created 24 murals throughout the Rockford region via CRE8IV since its inception. The locations that have been selected are based on visibility, location and overall pedestrian traffic. At this time, staff does not have a proposed mural elevation. Once the mural elevation is created, it must be submitted to Staff to be reviewed and approved prior to installation.

Staff supports the idea of attracting and encouraging the community in promoting murals. Murals are a growing trend and have a positive effect to the community, allowing art apprentices the opportunity to increase their knowledge and experience installing murals and organizing projects along with gaining technical abilities. Additionally, this proposal is bringing awareness of the talented artists in this community and throughout the country.

There have been six (6) service calls for the last two (2) years (Exhibit E).

Staff feels that this mural will enhance the surrounding area and feels the Applicant's proposed request is reasonable and recommends approval.

RECOMMENDATION: Staff recommends **APPROVAL** of a Special Use Permit for a Mural on a building in a C-4, Urban Mixed-Use Zoning District, subject to the following conditions:

1. Submittal of mural elevation and placement of mural on building for Staff's review and approval prior to installation.
2. A sign permit shall be required including an illustration of the proposed artwork shall be submitted with the permit application.
3. The mural panels may not consist of a vinyl banner material within a frame.
4. The mural must be maintained to meet code.

See attached findings of fact.

SC: DM 05/6/2022

FINDINGS OF FACT FOR APPROVAL OF A SPECIAL USE PERMIT
FOR A MURAL
IN A C-4, URBAN MIXED-USE ZONING DISTRICT
LOCATED AT 222 7TH STREET

Approval of this Special Use Permit is based upon the following findings:

1. The establishment, maintenance, or operation of the Special Use Permit will not be detrimental to or endanger the public health, safety, morals, comfort, or general welfare of the community.
2. The Special Use Permit will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, and will not substantially diminish or impair property values within the neighborhood.
3. The establishment of the special use will not impede the normal or orderly development and improvement of the surrounding property for uses permitted in the district.
4. Adequate utilities, access roads, drainage, and/or necessary facilities have been, are being, or will be provided.
5. Adequate measures have been or will be taken to provide ingress or egress so designed as to minimize traffic congestion in the public streets.
6. The special use shall conform to the applicable regulations of the C-4 District in which it is located.

REVISED

Exhibit A
222 7th Street
SUP
#016-22

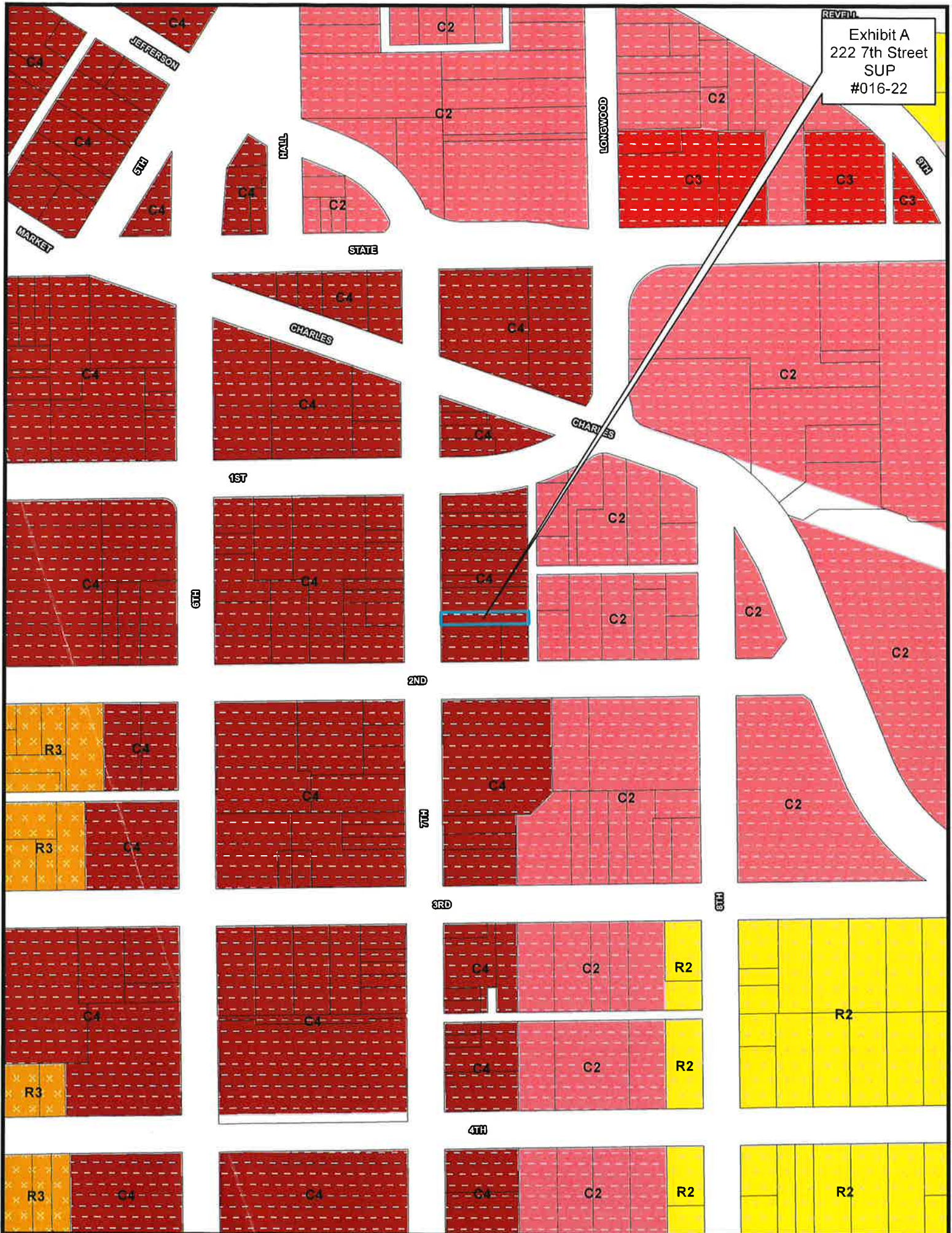


Exhibit B
222 7th Street
SUP
#016-22

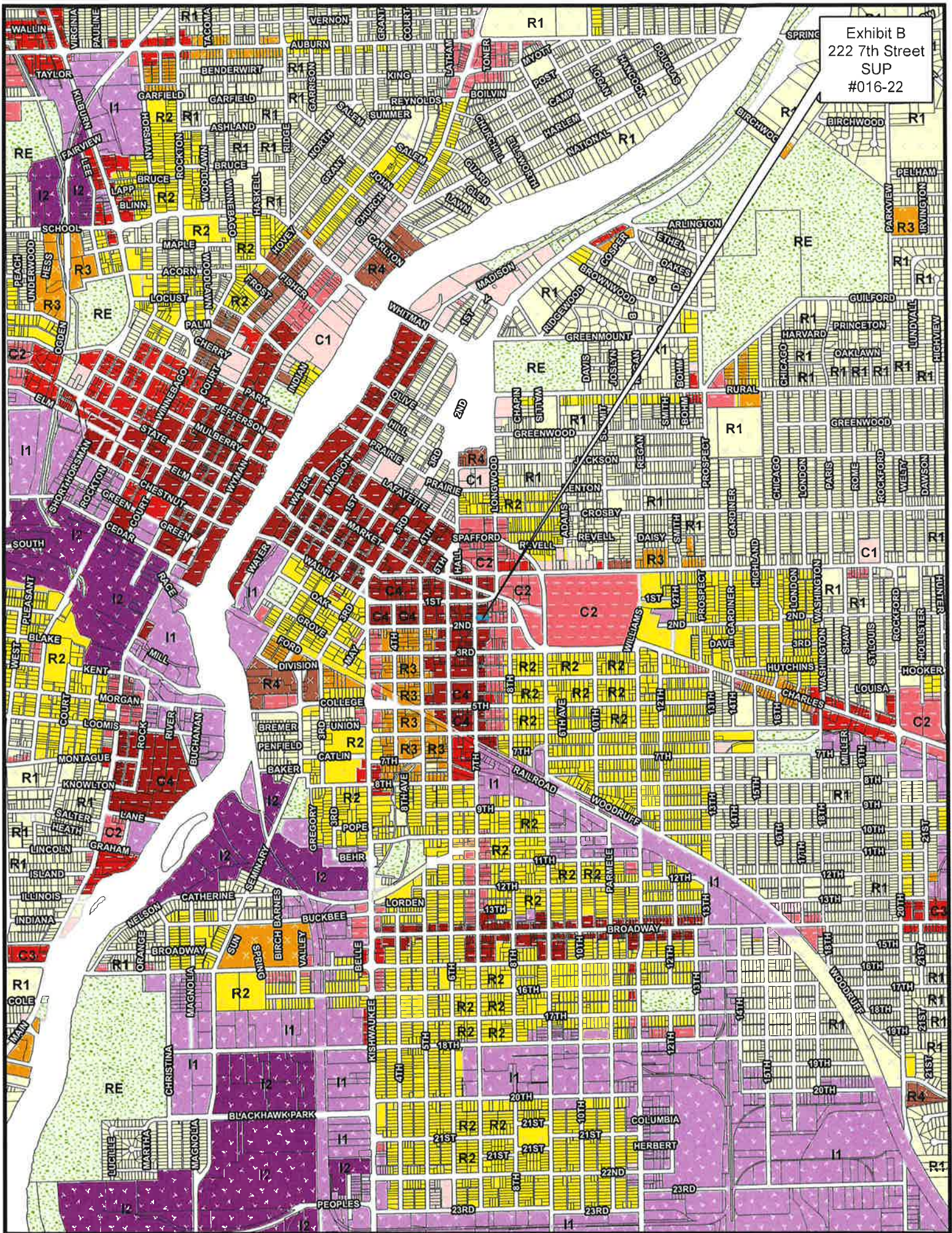
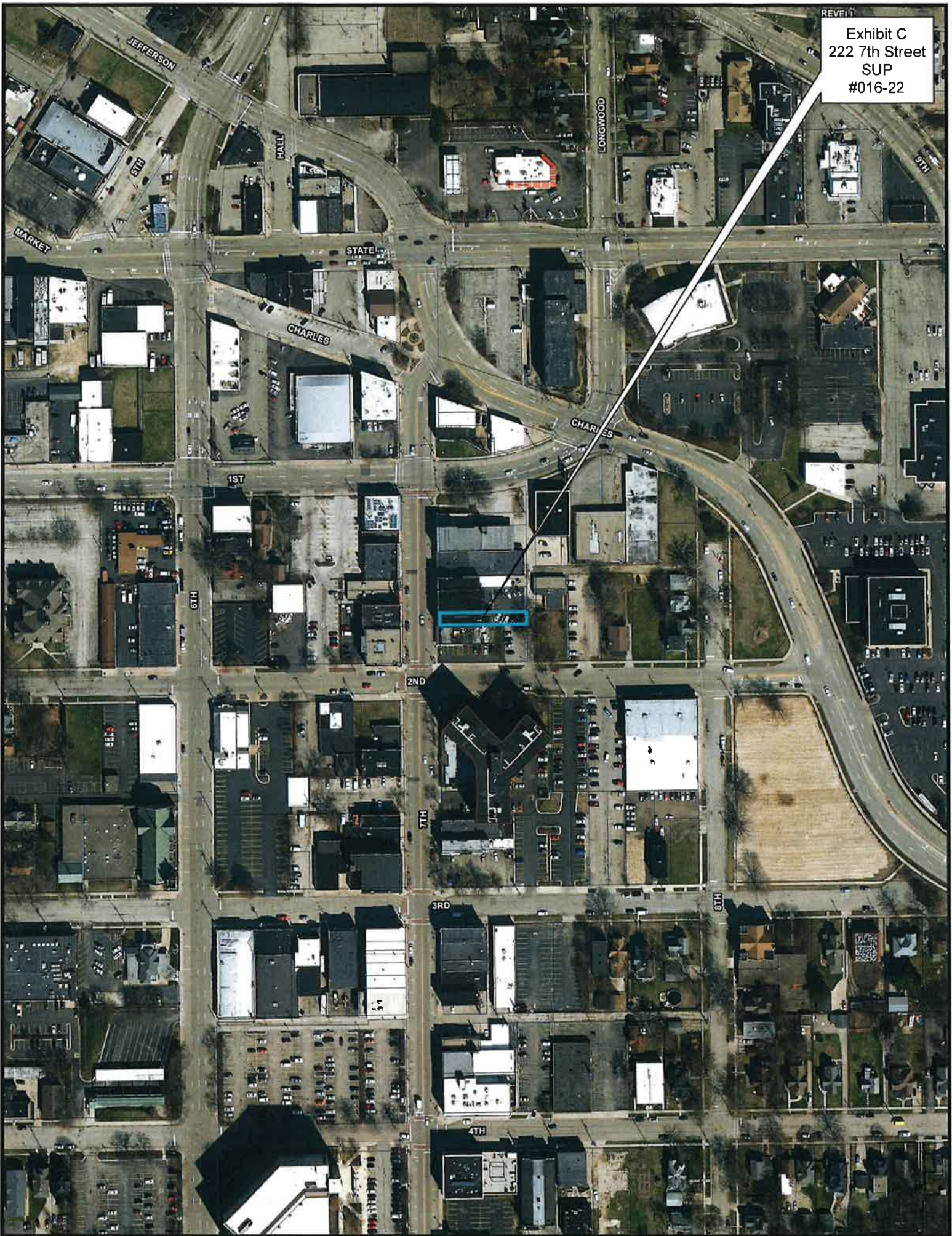


Exhibit C
222 7th Street
SUP
#016-22





222 7th St
South facing



Wall: Northwest Quarterly; 222 7th St. (Upper – South facing)

Project to be completed in a future year

Call Number	Event Date	Location	Situation Reported	Call Disposition	Agency
22-081650	2022-04-24T21:56:08	222 7th St	WELFARE CHECK	UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	Rockford Police Department
22-055235	2022-03-19T14:37:25	222 7th St	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
22-055227	2022-03-19T14:19:02	222 7th St	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
21-276582	2021-12-26T22:24:22	222 7th St	SUSPICIOUS VEHICLE	- NO REPORT	Rockford Police Department
21-276581	2021-12-26T22:23:51	222 7th St	911 CELLULAR HANG UP	911 CLOSE W/O SEND TO PENDING	Rockford Police Department
21-235487	2021-10-29T17:15:50	222 7th St	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department

Exhibit E